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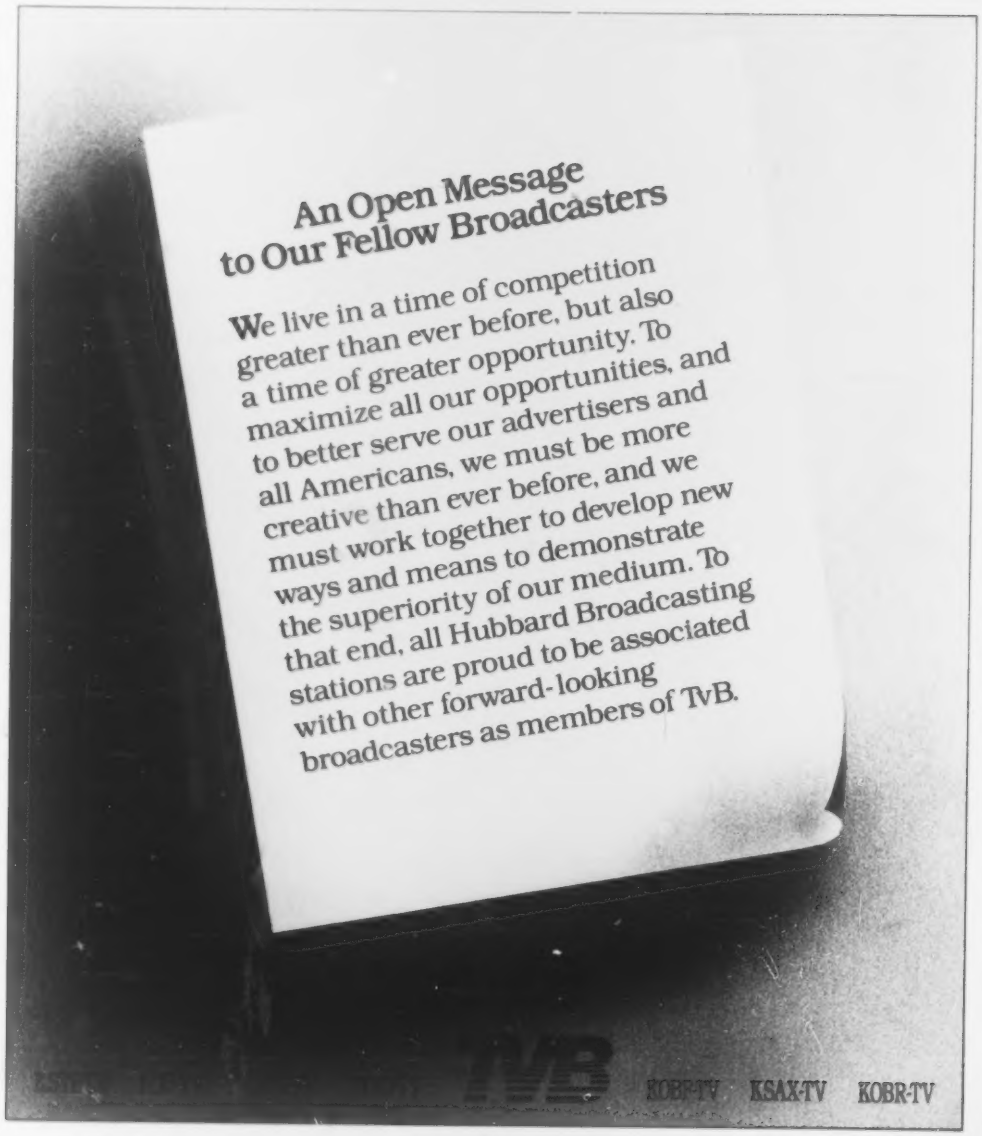
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Nov 7


An Open Message
to Our Fellow Broadcasters
We live in a time of competition greater than ever before, but also a time of greater opportunity. To maximize all our opportunities, and to better serve our advertisers and all Americans, we must be more creative than ever before, and we must work together to develop new ways and means to demonstrate the superiority of our medium. To that end, all Hubbard Broadcasting stations are proud to be associated with other forward-looking broadcasters as members of TvB.
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58th Year 1988

Awaiting the word on Bush-Dukakis

Cautious outlook for TV's '89

Stakelin to exit RAB

20814SRI AT&501 ZW2
SRI ACQ
CONGRESSNL INFO SRV **SAMPLE
4520 EAST-WEST HWY
BETHESDA MD 20814

Vol. 115 No. 19

Broadcasting Nov 7

What if?... As Americans prepare to choose 41st President tomorrow (Nov. 8), BROADCASTING examines outlook for Fifth Estate under administration of either Michael Dukakis or George Bush. **PAGE 27.**

Sober forecasts... Television station operators prepare for single-digit 1989 revenue and cost increases with planned program and personnel cost containment. **PAGE 30.**

ABC's big show... Network is hoping its upcoming mega-series *War and*

'War and Remembrance'

Remembrance will repeat blockbuster performance of its 1983 predecessor, *Winds of War*. **PAGE 39.**

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Network signs five-year affiliation deal with Australian media firm, giving NBC option to buy and use of satellite transponder.

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Bill Stakelin, Radio Advertising Bureau president and chief executive officer, announces his intention to leave association in January 1989 to join company begun by former Viacom executives.

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Noah Adams, host and creator of American Public Radio's weekly variety show, *Good Evening*, is leaving show at end of year to return to journalism.

35/**ELECTION NIGHT ON RADIO**
Radio networks plan full night of election coverage, concentrating on short-form reports.

41/**JUST SAYING NO**
National Association of Regulatory Utility Commissioners votes down resolution that would have backed telco entry into cable ownership and programing in their service areas.

47/**LORIMAR LOSSES**
Lorimar Telepictures reports net loss of $215 million for quarter ended Sept. 30, attributed in part to accounting practices at Warner Communications, which has agreed to acquire company.

40/**ACES SHOWING**
Some 325 programs are

nominated for ACE Awards, cable industry's most prestigious programing honors.

46/**STIRRING UP ENGLISH CHANNELS**
Upcoming British government broadcasting initiative could dramatically change that country's media industry.

53/**FCC REVOKES LICENSES**
Commission's review board orders revocation of licenses of Silver Star Communications-Albany Inc.'s WMJM(AM)-WFAV(FM) Cordele, Ga., saying company abused FCC's distress sale policy.

53/**LOOKING FOR JUSTIFICATION**
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80/**AUDIENCE PARTICIPATION**
Talk show host Geraldo Rivera

Rivera after the fight

has his nose broken during taping of program as guests and audience brawl.

56/**BUY IN BROOKFIELD**
Warner Cable enters into two-part deal to buy cable system in Brookfield, Wis.

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Buena Vista Television's Bob Jacquemin has spent 12 years in syndication business. His keys to success are creative marketing and local station relationships.

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ble program suppliers to impede development of competitive technologies."

High-Definition TV

■ Advanced Television Test Center, project cosponsored by NAB, ABC, NBC, CBS, PBS, Association of Maximum Service Telecasters and Association of Independent Television Stations, moved into temporary offices in same Alexandria, Va., building that houses PBS headquarters on Oct. 31. Permanent site for ATTC's headquarters is to be found by mid-1989, when center will provide facilities for Advanced Television Systems Committee (ATSC) and FCC's advisory committee on advanced television services to test HDTV and EDTV systems.

Consortium formed by several cable system operators, Cable Television Laboratories Inc. (Cable Labs), has been organized to perform HDTV transmission tests and other cable TV research and development. Temporary offices for group have been established in Boston with permanent test facilities also still in formative stage. Some have suggested that ATTC, Cable Labs and test representatives from satellite transmission companies form joint lab to provide central location for HDTV testing.

Analysis subgroup of ATS committee's systems subcommittee has received submissions for 14 proposed HDTV or EDTV transmission systems and seven other audio- or video-only subsystems. Each of 14 full systems will be studied in depth by analysis group during scheduled meeting for Nov. 14-18 in Washington.

FCC tentatively decided to eliminate from standardization consideration transmission systems with continuous 9 mhz channel, incompatible with NTSC sets. Move eliminates possibility of terrestrial standardization of NHK's MUSE-E. Commission also decided to restrict any possible additional spectrum for advanced television broadcasting to currently allotted VHF and UHF television spectrum. Use of band above 1 ghz for augmentation channels was ruled out.

At same time, FCC released inquiry asking which of four high-definition transmission methods will be most suitable: one 6 mhz channel; 6 mhz channel with 3 mhz augmentation channel; 6 mhz channel with 6 mhz augmentation channel, or 6 mhz NTSC channel and simulcast noncompatible high-definition 6 mhz channel. Comments on issues raised in inquiry are due Nov. 31.

Telecommunications Subcommittee held hearing in September focusing on economic and trade implications of new technology. Subcommittee Chairman Ed Markey (D-Mass.) expressed desire to see U.S. industry take part in development and manufacture of HDTV equipment. Markey has asked Electronic Industries Association, American Electronics Association and Semiconductor Industry Association to submit report (no later than Jan. 4, 1989) recommending policy that would encourage U.S. activity in area. FCC's HDTV advisory task force and NTIA also were asked to prepare report on subject.

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING

SERVICE	ON AIR	CP's[1]	TOTAL *
Commercial AM	4,915	278	5,193
Commercial FM	4,116	606	4,722
Educational FM	1,356	265	1,621
■ Total Radio	10,387	1,149	11,536
FM translators	1,625	439	2,064
Commercial VHF TV	543	19	562
Commercial UHF TV	506	205	711
Educational VHF TV	119	7	126
Educational UHF TV	214	29	243
■ Total TV	1,382	260	1,642
VHF LPTV	109	164	273
UHF LPTV	290	1,165	1,455
■ Total LPTV	399	1,329	1,728
VHF translators	3,060	109	3,169
UHF translators	2,198	338	2,536
ITFS[2]	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL[3] & intercity relay	2,836	166	3,002

CABLE†

Total subscribers	47,042,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	52.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

Indecency

President Reagan signed into law on Oct. 1 congressional spending bill that requires FCC to enforce its indecency policy around clock (BROADCASTING, Oct. 3). FCC has until Jan. 31, 1989, to issue new set of indecency rules. NAB and other media groups plan court challenge of law's constitutionality.

Many broadcasters joined FCC in its belief that new law is "constitutionally suspect" in light of recent case law. U.S. Court of Appeals in Washington had affirmed FCC's tougher indecency enforcement policy based on premise that FCC could not ban indecency, but could channel it to times of day when few children were in audience. But court remanded case to commission to justify midnight-to-6 a.m. "safe harbor." In light of congressional action, FCC may not go ahead with its remand rulemaking.

FCC adopted new policy in April 1987 in conjunction with action against three radio stations for broadcasting programing FCC deemed indecent. However, FCC enforcement of policy has not been aggressive.

Land Mobile

Last fall, FCC delayed decision on petition to reallocate UHF channels in eight markets to land mobile radio until completion of report on whether UHF channels in question will be needed for broadcasting high-definition systems. But report released in June by FCC's advisory committee on advanced television service advised commission not to act because it is too early to know how much spectrum broadcasters will need. During special meeting on HDTV issues, FCC decided to follow report's advice (BROADCASTING, Sept. 5).

Low-Power TV

FCC's nine-day "window" for LPTV applications closed June 24, but not before 1,004

Errata

Seminar on TV station acquisitions mentioned in Oct. 31 story on effects on advertising of food company mergers should have said seminar **was sponsored by Paul Kagan Associates.**

□

In Oct. 31 story on *Family Feud*, name of KCBS-TV general manager was misspelled. Correct spelling is **Robert Hyland.**

chief executive officer, Tele-Communications Inc., Denver. Beverly Wilshire, Los Angeles. Information: (213) 655-7071.

Nov. 16-18—Private Cable Show, sponsored by *National Satellite Programming Network*. Keynote speaker: Al Swift (D-Wash.). Denver Tech Center, Denver. Information: (713) 342-9655.

Nov. 17—*USA Network* local ad sales seminar. Holiday Inn Crowne Plaza, Boston. Information: (212) 408-9170.

Nov. 17—Policy for Children and Television," *Columbia Communication and Society* seminar sponsored by *Gannett Center for Media Studies*, Columbia University, New York. Information: (212) 280-8392.

■ **Nov. 17**—*American Women in Radio and Television, Southern California chapter*, event for AWRT's "Soaring Spirits" charity. Carlos 'n' Charlie's, Los Angeles. Information: (213) 736-0706.

Nov. 17-20—*Society of Professional Journalists, Sigma Delta Chi*, national convention. Convention Center, Cincinnati.

Nov. 18—*Broadcast Pioneers, Washington area chapter*, ninth annual awards banquet. Kenwood Country Club, Bethesda, Md. Information: Joe Ryan, (202) 783-5100.

■ **Nov. 18-19**—Symposium to "explore the practice of foreign affairs media coverage in U.S. and Germany as it shapes understanding between the two nations," co-sponsored by *Goethe-Institut German Cultural Center, Cincinnati, and Broadcasting Division, University of Cincinnati College-Conservatory of Music*; University of Cincinnati College of Law, Cincinnati. Information: (513) 475-4394.

Nov. 18-20—"The Next Four Years," advanced economics conference for journalists, co-sponsored by *Foundation for American Communications, Cox Enterprises, Atlanta Journal and Constitution* and *Ford Foundation*. Hyatt Regency Ravinia, Atlanta. Information: (213) 851-7372.

■ **Nov.18-20**—First Conference of College Broadcasters, sponsored by *National Association of College Broadcasters*, with grant from CBS Foundation. Brown University, Providence, R.I. Information: (401) 863-2221.

Nov. 19—*Alpha Epsilon Rho, National Broadcasting Society*, New England regional convention. Mount Wachusett Community College, Gardner, Mass. Information: (617) 632-6600.

■ **Nov. 19-Dec. 3**—"JFK on Television," exhibition at *Museum of Broadcast Communications*, MBC's Kraft Television Theater, Chicago. Information: (312) 987-1500.

Nov. 21—International Emmy Awards gala, sponsored by *International Council of National Academy of Television Arts and Sciences*. Sheraton Center, New York. Information: (212) 308-7540.

Nov. 22—*International Radio and Television Society* newsmaker luncheon, followed by goods and services auction. Waldorf-Astoria, New York. Information: (212) 867-6650.

Nov. 28—*Academy of Television Arts and Sciences* "Television Academy Hall of Fame" telecast (on Fox), honoring 1988 inductees Jack Benny, George Burns, Gracie Allen, Chet Huntley, David Brinkley, Red Skelton, David Susskind and David Wolper. Information: (818) 763-2975.

Nov. 29—*New York Women in Cable* meeting. Speaker: Marshall Cohen of MTV on "Consumers' Viewing Habits." Information: Beth Araton, (212) 661-6040.

Nov. 30—"The Greenhouse Effect and Our Changing Climate," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 337-3603.

■ **Nov. 30**—Bridging the Gap—Broadcasting," third in four-part series of seminars sponsored by *Young Lawyers Committee of Federal Communications Bar Association* with *Continuing Legal Education Committee*, FCC, Washington. Information: Michelle Plotkin, (202) 371-5761.

Nov. 30-Dec. 1—Telecommunications Meeting, Tomorrow's Challenges," meeting sponsored by *Telecommunications Conference Center*. Keynote speaker: Senator Ernest Hollings. New York Hilton, New York. Information: (212) 633-8011.

Nov. 30-Dec. 3—*Radio-Television News Directors Association* international conference. Las Vegas Convention Center. Information: (202) 659-6510.

December

Dec. 1—Weather Forecasting: Is It Improving?" conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 337-3603.

■ **Dec. 1**—Deadline for entries in 21st annual Addy Awards, sponsored by *Advertising Club of Metropolitan Washington*. Information: (301) 656-2582.

Dec. 2—"Agriculture 1989: Weather, Climate and Economic Prospects," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 337-3603.

■ **Dec. 4-Jan. 7**—"The American Children's Television Festival: A Holiday Celebration," sponsored by *Museum of Broadcast Communications*, MBC, Chicago. Information: (312) 987-1500.

Dec. 7—*Washington Journalism Center* conference on "The Media and the 1988 Presidential Campaign: Was the Coverage Fair?" Watergate hotel, Washington. Information: (202) 337-3603.

Dec. 7-9—Western Cable Show, sponsored by *California Cable TV Association*. Anaheim Convention Center, Anaheim, Calif. Information: (415) 428-2225.

■ **Dec. 8**—Bridging the Gap—Broadcasting," last in four-part series of seminars sponsored by *Young Lawyers Committee of Federal Communications Bar Association* with *Continuing Legal Education Committee*, FCC, Washington. Information: Michelle Plotkin, (202) 371-5761.

Dec. 12-13—Technology studies seminar for media professionals, sponsored by *Gannett Center for Media Studies*, Columbia University, New York. Information: (212) 280-8392.

Dec. 12-14—Promotion strategy seminar, sponsored by *Association of National Advertisers*. Stouffer Westchester hotel, White Plains, N.Y. Information: (212) 697-5950.

Dec. 13—Presentation of Women at Work broadcast awards, sponsored by *National Commission on Working Women*. Capital Hilton, Washington. Information: Sandra Porter (202) 737-5764.

Dec. 13-14—World telecommunications conference, sponsored by *Financial Times*, London. Information: (01) 925-2323.

Dec. 15—*International Radio and Television Society* Christmas benefit, featuring Frankie Valli and the Four Seasons. Waldorf-Astoria, New York. Information: (212) 867-6650.

Dec. 16—Deadline for entries in 10th annual Frank O'Connor Memorial College Television Awards, sponsored by grant from *Mobil Corp.* Information: (818) 953-7568.

Dec. 30—Deadline for radio members of *National Association of Broadcasters* to nominate radio industry individuals for NAB's "Broadcasting Hall of Fame," which has replaced NAB's "Radio Hall of Fame." Information: (202) 429-5420.

January 1989

Jan. 4—Deadline for entries in contest "to recognize best news reporting and best news features in 1988 by Christian radio stations in the U.S.," sponsored by *Scribe*, newsletter for news personnel in Christian broadcasting. Information: (608) 271-1025.

The Fifth Estate

Broadcasting■

incorporating

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□

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mini-series, as well as spots that focus on history or romance." For cable, he said, "ABC has tried to buy blocks of time, scheduling as many as three spots during one show, with some of the spots as long as two minutes."

Due to contractual prohibitions agreed upon with Herman Wouk, the author of the book upon which the show is based, ABC is unable to use spots during the mini-series to promote its fall schedule. The only time network promotional spots will air during *War and Remembrance* is just before each installment and just before the credits following each installment.

ABC has apparently been successful in selling its advertising, having recently raised the price of its 30-second spots to $275,000 from $250,000. According to one media analyst, the network has sold the majority of its inventory in blocks at the lower price and is now selling single spots for the higher price. According to the analyst, ABC is guaranteeing "a respectable 20 rating" for the spots.

The second 14 hours of the mini-series is scheduled for May, and Curtis says he will be as pressed for time to have the second part ready as he has been with the first. He said he is still working on the first part, but "it will be ready when it goes on the air." □

MCA TV announces new syndicated fare

MCA TV Enterprises last week announced a list of proposed new syndicated programs for 1989 that includes three first-run strips and a half-hour weekly first-run show, the largest commitment ever by the company in a single development season. The company will spend more than $35 million developing the projects.

The announcement confirmed three new projects reported earlier, including a remake of the popular 1950's network program, *Lassie*, a children's game show, *Pictionary* (BROADCASTING, Oct. 24), and a new reality/tabloid show, *$Reward$*. The fourth project on MCA's development plate is a new "star-studded" game show from Carol Burnett's production company entitled *Star*Play*.

Shelly Schwab, president of MCA TV Enterprises, confirmed last week that the company may challenge King World's *Inside Edition* in January with *$Reward$* (BROADCASTING, Oct. 31). Both are targetted for prime access. Schwab said the launch date of the program will be determined in large part by the needs of stations picking it up. "The show will be ready for January," he said. The company begins pitching the show to stations this week.

$Reward$ will feature stories on wanted criminals, missing persons and lost or stolen property. Monetary rewards will be offered to viewers providing information leading to the capture of criminals or recovery of items. The show is being produced by Malcolm Barbour and John Langley, the team behind the Geraldo Rivera prime time specials, in association with Saban Productions. Terms are cash plus barter (six minutes local, one minute national).

MCA has teamed with Palladium Entertainment to bring back *Lassie*, which will be shot at the new Universal Studios Florida facility in Orlando. The producers will launch a national talent search for Lassie's new boy/owner, once played by Jon Provost. Provost, Lassie's second owner in the original, has approached MCA about a possible role in the new show, according to Schwab.

*Star*Play* (originally called *Starstruck*), is a variation on the party game, Charades, featuring two teams of celebrities and contestants. The program will be hosted by veteran game show host Tom Kennedy. Both *Lassie* and *Star*Play* are pegged for launch next fall. *Lassie* is being offered on a straight barter basis (with MCA retaining 3 minutes of national time); *Star*Play* is being offered for cash-plus-barter (6 minutes local, one minute national).

Pictionary, an adaptation of the popular board game, has been scheduled to debut in summer 1989. It is being produced by Quantum Media, the Robert Pittman-run company in which MCA has a 50% interest. The show has already been picked up by KCOP(TV) Los Angeles, KBHK-TV San Francisco, MCA-owned WWOR(TV) Secaucus, N.J. (New York), as well as the five Gaylord stations in Fort Worth, Houston, Cleveland, Seattle and Milwaukee. It is being offered on a barter basis, with stations getting 4 minutes and MCA keeping two-and-a-half minutes. □

Cable hands out its ACE nominations

HBO, for the 10th straight year, has garnered more ACE award nominations than any other cable network, with 114 of the 324 cable programs nominated for the industry's most prestigious programing honors. The nominees in 76 categories were announced by the National Academy of Cable Programming last week.

Following HBO were Arts & Entertainment (32 nominations), Showtime (23), CNN (20), Disney (18), USA (15), Discovery (14), WTBS(TV) Atlanta (13), ESPN (12), Bravo (11), Cinemax (10), Lifetime (eight), MTV (six), CBN and Nashville (five each), Nickelodeon (four), Prime Ticket (three), Madison Square Garden, Movietime and VH-1 (two each) and C-SPAN, FNN, Learning Channel, Movie Channel and an independent production that appeared on several regional sports networks (one each).

The top four shows with the largest number of nominations came from HBO. They were *Vietnam War Story* (18), *Mandela* and *The Man Who Broke 1,000 Chains* (eight each), and *HBO Comedy Hour Live* (seven).

Showtime's *It's Garry Shandling's Show* and Arts & Entertainment's *The Race for the Double Helix* had six.

Nominated for best dramatic series are HBO's *Vietnam War Story* and *Tanner '88*, and USA's *Ray Bradbury Theater*.

'Premiere Week' reverses erosion trend

Week six of the 1988-89 season (ended Oct. 30) gave the big three networks their first increase in prime time viewership compared to last year's tally. Together, the big three delivered a combined average audience of 38.8 million households—1.7 million more households than last year's week six tally. NBC won the week with a 16.4 rating and a 26.6 share; ABC had a 13.7/22.2; CBS had a 12.8/20.9.

Nielsen	□	Net		Nielsen	□	Net	
1	26.2/43	N	Cosby Show	38	13.2/23	A	Crimes of Passion
2	24.4/38	N	Cheers	39	13.2/22	A	Mr. Belvedere
3	23.3/37	N	Different World	40	13.0/20	C	Newhart
4	23.2/36	C	60 Minutes	41	12.8/22	A	Just the Ten of Us
5	21.9/33	N	Devil Worship	42	12.8/20	A	Wonder Years Special
6	21.4/35	A	Monday Night Football	43	12.8/22	C	Wiseguy
7	21.2/38	N	Golden Girls	44	12.6/19	A	Mission: Impossible
8	20.6/30	A	Roseanne	45	12.3/19	N	Magical World of Disney
9	20.5/33	A	Growing Pains	46	12.1/22	C	Garfield's Halloween
10	19.8/31	N	Dear John	47	12.0/18	C	CBS Monday Movie
11	19.5/30	A	ABC Tuesday Movie	48	11.9/18	C	Equalizer
12	19.5/29	C	Murder, She Wrote	49	11.7/18	C	CBS Tuesday Movie
13	19.2/30	A	Who's the Boss?	50	11.6/17	C	Coming of Age
14	18.8/29	A	Head of the Class	51	11.3/19	C	CBS Sunday Movie
15	18.5/28	N	ALF	52	10.5/16	A	MacGyver
16	18.4/33	N	Empty Nest	53	10.3/19	C	America: C. Brown, part 2
17	18.3/28	N	NBC Monday Movie	54	10.2/19	N	Miami Vice
18	17.8/27	N	Night Court	55	9.8/18	C	Dirty Dancing
19	17.6/32	N	Hunter	56	9.7/15	C	Annie McGuire
20	17.4/30	C	Dallas	57	9.5/15	A	Incredible Sunday
21	17.3/29	C	Knots Landing	58	9.3/15	C	48 Hours
22	16.0/24	N	Family Ties	59	9.1/17	C	West 57th
23	15.9/26	N	NBC Sunday Movie	60	9.0/16	A	Police Story
24	15.4/25	A	ABC Sunday Night Movie	61	9.0/14	C	Van Dyke Show
25	15.2/24	N	Midnight Caller, preview	62	9.0/15	N	Something Is Out There
26	14.8/25	N	L.A. Law	63	8.3/15	N	Sonny Spoon
27	14.8/25	N	Tattinger's	64	8.0/15	A	Scandals
28	14.6/26	A	Full House	65	7.6/12	A	Look of the Year
29	14.5/26	N	Amen	66	7.6/14	C	Simon and Simon
30	14.4/21	N	Day by Day	67	7.6/11	F	America's Most Wanted
31	14.1/26	A	20/20	68	6.8/11	A	Making of a Model
32	14.1/26	C	Falcon Crest	69	6.1/10	F	21 Jump Street
33	14.1/22	C	Paradise	70	4.8/7	F	Tracey Ullman, Special
34	14.1/22	N	Unsolved Mysteries	71	4.1/6	F	Gary Shandling Show
35	13.9/21	A	Wonder Years	72	3.9/7	F	Reporters
36	13.4/25	A	Perfect Strangers	73	3.0/5	F	Beyond Tomorrow
37	13.4/25	N	227	74	2.7/5	F	Duet

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